Smart Wellness
CANADA LTD.

SPEAKER ONE-SHEET

KEYNOTES · WORKSHOPS · WEBINARS · LUNCH AND LEARNS · PANELS

Deneatra Ford RHC, CHNP

The menopause and women's health conversation your audience has been waiting for.



> *"Deneatra Ford shared her mission with confidence and heart, adapted to last-minute changes with grace, and cheered on her fellow speakers throughout the day. She's a woman to watch and a speaker I'd gladly recommend."*
>
> Megan Dirks, Founder & Executive Producer, The Girl on the Left | Next Chapter: Halifax 2026

About *Deneatra*

Deneatra spent **20+ years in corporate leadership** before founding Smart Wellness Canada. As an Associate Vice President at one of Canada's largest retailers, she led the leaders, with accountability for hundreds of millions of dollars, and helped build a culture of trust, teamwork and accountability.

When she went through a hard menopause herself, a doctor told her it was "just getting older." She knew women deserved better. Today she is a **Registered Health Coach and Certified Holistic Nutrition Practitioner** who helps women feel like themselves again, and helps employers keep the experienced women they can't afford to lose.

Where she has *spoken*

- **CCWESTT Beyond Boundaries** conference workshop
- **Calgary Women's Show**, Learning Stage
- **Consulting Engineers of Alberta**, member webinar
- **BC Construction Association**, member webinar
- **The Girl on the Left**, Next Chapter: Halifax 2026
- **IGNITE Atlantic**, Igniting Women in Business
- **Sport Chek and Mark's**, Thriving Through Menopause
- **CTV Your Morning Atlantic**, live television

Signature *talks*

FOR EMPLOYERS AND ASSOCIATIONS

Menopause in the Workplace

Why experienced women quietly leave, what it costs, and the simple steps leaders and HR can take to keep them.

FOR PEOPLE LEADERS

Be the Leader People Stay For

How to open a supportive conversation, what support to offer, and where a leader's role ends.

FOR WOMEN'S EVENTS

What If It's Not Stress, It's Perimenopause?

The signs so many women miss, and how to walk into your next appointment prepared and heard.

Every talk is tailored to your audience and event theme, and ends with live Q&A.

What organizers *say*

> *"It's really positive to see menopause being talked about openly. Deneatra was a great presenter for our members, and I'd recommend her to any association looking to start this conversation."*
>
> Lisa Krewda, Chief Operating Officer, Consulting Engineers of Alberta

> *"Half the population deal with this issue eventually, many of our companies have benefit plans and supports for our employees, why not address this too. Information is power."*
>
> Lesley Patten, Chief Operations Officer, BCCA

Planning a 2027 event? *Check your date.*

Live online across Canada. In person by arrangement.

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Smart Wellness Canada Ltd. Education only, not medical advice.